

Message Text

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E.O. 11652: N/A
TAGS: BEXP, HK
SUBJECT: CCP '77 FOURTH QUARTER REPORT

REF: STATE 257002

1. ALL MAJOR CAMPAIGN AND NON-CAMPAIGN OBJECTIVES FOR THE 1977 CCP WERE MET OR EXCEEDED WITH THE EXCEPTION OF THOSE EVENTS CANCELLED BY USDOC OR, AS IN THE CASE OF THE ELECTRONICS COMPONENTS TECHNICAL SEMINAR, RESCHEDULED BY THE POST.

2. THE LAST QUARTER WAS A DIFFICULT ONE FOR THE POST IN THAT WE LOST TWO SENIOR COMMERCIAL SPECIALISTS WITHOUT WARNING. THE SLOTS REMAINED OPEN FOR OVER THREE MONTHS DEPRIVING US OF SUBSTANTIAL SERVICES AND WERE ONLY FILLED AT THE VERY END OF THE CCP YEAR.

3. AMERICAN FORTNIGHT ACTIVITIES BEGAN TO ABSORB STAFF TIME DURING THE FOURTH QUARTER AND PROCUREMENT WAS BEGUN FOR THE COMMERCIWP EVENTS PROGRAM. A FULLER REPORT ON FORTNIGHT WILL BE SUBMITTED AS PART OF THE FIRST QUARTER 1978 CCP REPORT.

4. DURING THE FOURTH QUARTER, THE POST SUBMITTED 63 WTDRS, 11 ADS, 45 TOPS, AND PROVIDED BRIEFINGS FOR
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17 PRESCHEDULED BUSINESS VISITORS. MAIN NON CCP EVENT WAS MISSISSIPPI STATE IOGA TRADE MISSION FOR WHICH POST PROVIDED SUBSTANTIAL PROFESSIONAL INPUTS.

5. LESSONS LEARNED: TO EFFECTIVELY PROMOTE U.S. GOODS IN HONG KONG ONE MUST CHOOSE BETWEEN A THEME WITH SEMI-UNIVERSAL APPEAL SUCH AS BUSINESS USA WHICH

WAS ATTRACTIVE TO FIRMS SPREAD ACROSS SEVERAL INDUSTRIES OR RELATIVELY NARROW THEME PROMOTIONS FEATURING A DISCREETE AND NARROWLYDEFINED PRODUCT CATEGORY. CANDIDATES FOR SUCH PROMOTION MUST BE CAREFULLY SELECTED TAKING INTO ACCOUNT THE HIGHLY SPECIALIZED NATURE OF THIS ECNOMY DOMINATED AS AT IS BY JUST FOUR INDUSTRIES AND SKEWED HEAVILY TOWARD LIGHT INDUSTRY AND OFTNE CONTROLLED DIRECTLY OR INDIRECTLY BY FOREIGN CUSTOMERS. FOREGOING AHAS PARTICULAR APPLICABILITY TO MULTI-COUNTRY EVENTS IN WHICH HONG KONG IS ONE OF SEVERAL REGIONAL STOPS AND WHICH ARE DIRECTED AT A BROAD MIDDLE GROUNDING RATHER THAN THE SEMI-UNIVERSAL OR (AT THE OPPOSITE END OF TWO SPECTRUMS) DISCREETE PRODUCT GROUPS.

6. ONE MAJOR PROBLEM WHICH WE FORSEE IS SCHEDULING OF MULTI-COUNTRY EVENTS WITH HONG KONG AS ONE OF THE STOPS. OUR NEIGHBORS ALL HAVE HEAVY INDUSTRY, A REASONABLY BROAD INDUSTRY VMC VAND, WITH THE EXCEPTION OXUSINGAPORE HAVE SUBSTANTIAL GEORGRAPHIC AREA AND POPULATION. THUS, A TRADE MISSION (AS ON EXAMPLE) WHICH IS AIMED SQUARELY AT ANY TWO OF OUR NEIGHTBORS WILL PROBABLY STRIKE US A GLANCING BLOW IN THAT ONLY A MINORITY OF MEMBERS WILL FIT OUR HIGHLY SPECIALIZED MARKET.

7. OUR PRELIMARY PLANNING FOR FY1979 IS TAKING THESE REVIEWS INTO ACCOUNT AND WE ANTICIPATE A PROGRAM UNCLASSIFIED

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WHICH WILL LEARN TOWARD MINI SHOWS. FOR FY 1978 WE HAVE NOW PLANNED TWO SUCH PROGRAMS: DECEMBER 1977 A TECHNICAL SEMINAR ON SELECTED ELECTRONIC COMPONENTS AND APRIL A PRODUCT EXHIBITS AND SEMINAR ON NEW TECHNOLOGY TEXTILE MACHINERY. WE WOULD LIKE TO DEVEOP A REGULAR PROGRAM OF MINI EVENTS AND WOULD APPRECIATE ANY SUGGESTIONS THE WCAG MIGHMWISH TO SHARE WITH US.

8. EQUALLY IMPORTANT WILL BE CAREFUL SELECTION OF BROADER THEMES WHICH WILL PERMIT US TO JOIN IN MULTI COUNTRY PROGRAMS OR, LIKE BUSINESS USA, HONG KONG ONLY EVENTS. HOSPITAL/MEDICAL, PUMPS, VALVES AND COMPRESSORS ARE TWO WHICH COME TO MIND.

9. THE CCP TEAM LOOKS FORWARD TO WCAG COMMENTS. SHOESMITH

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